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UA99/9 Southern Exponent of Business Education, June 1940

Bowling Green Business University

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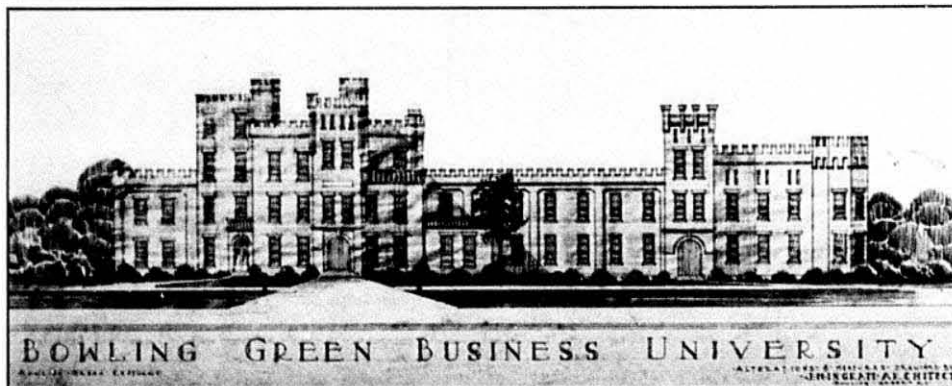
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The SOUTHERN *EXPONENT* OF BUSINESS EDUCATION

BOWLING GREEN • KENTUCKY • JUNE • 1940

JUNE, 1940



The Business University Building

Opening Day . . .

SEPTEMBER 9 1940

SEPTEMBER 9, 1940

This could mean the changing day of your career. Similar days and similar opportunities have meant change for thousands similar to you. A statesman once said, "He who dallies is a dastard, and he who doubts is damned." This is strong, stirring language, but it applies to young people of college age. They must believe in themselves, in education and in the future, and they must decide.

Nearly one thousand of them decided to enter the Bowling Green Business University last September, and nearly three hundred of them have positions, while about six hundred are still in school, and many of them planning to remain here four years.

SEPTEMBER 9, 1940

"THERE IS A POSITION FOR YOU . . ."

says Professor Walter B. Pitkin, author of "Life Begins at Forty," in a recent article directed as practical advice to youth.

He says, "Remember, **YOU CAN GET A JOB**, or a better one. I can't give it to you. Nobody gives anything these days. But earnest, persistent people can get almost anything they set out to get.

"Which is easier," asks Professor Pitkin, "playing on a football team or getting a job? Playing on a team, of course. It calls for fewer skills than most jobs do. Competition is less severe too! But how many people do you know who train for getting a job half as hard as boys train at football? Many a high school lad will devote his best hours for four years just to make a team and to get a chance at a college team later. . . . Know any high school lad who spends that much time and energy training for a job? Maybe. If so, bring him around. I'd like to meet him. I might even find a job for him. **HE'S GOING PLACES!**"

You must have the training before you can aspire to employment. And now, more than ever before, the prize positions go to those who are ready for them.

Realizing the demand for highly trained workers, we have planned our schedules and outlined our courses to meet the requirements of modern business as faithfully as possible.

We offer you genuine help in obtaining employment after you have finished your training. Investigate our record. Write for full information today.

Bowling Green Business University and College of Commerce

Incorporated

BOWLING GREEN, KENTUCKY

THE SOUTHERN EXPONENT

Published Semiannually

by the

BOWLING GREEN BUSINESS UNIVERSITY

BOWLING GREEN, KENTUCKY

J. L. Harman

J. Murray Hill

W. L. Matthews

SKETCH

The Bowling Green Business University has had a typical American growth. It began insignificantly in 1874, and its development has been as constant as the coming of the seasons. Sixty-six years of educational ideals, institutional ambition, and human industry have gone into it. Changes have come and the institution has kept up with them; important members of its staff have gone and they have been replaced.

Whether meeting demands for better-trained young people for business positions, or expanding and enriching its courses of study, or setting a pace in securing accreditation, the institution has taken pride in trying to keep ahead. Such efforts have brought results. There are now nearly fifty people on its instructional staff, nearly one thousand pupils on its rolls, representing all the states and some foreign countries. In 1922, it was accredited as a junior college in the field of business. In 1928, it was made a senior college, which rating it now holds—the first and probably the only private American business school to attain such a rating.

As evidence of its home standing, its president was recently chairman of the Commission on Higher Education in Kentucky.

A modern building, competent teachers, strong and varied courses it has; yet these are not comparable to its educational and business atmosphere. As substantial as its quantitative standing may be, that does not compare with its qualitative rank.

If results are the correct measure of an enterprise, the Bowling Green Business University and College of Commerce can claim a place among the institutions of the first rank. Its graduates go where business and business education are known, and some of them are now celebrated business and professional men and women of the United States.

The past year large and beautiful additions and improvements were made to the plant of this institution. Plans are made for about an equal amount of physical improvement this year.

The work offered ranges from brief, practical courses in shorthand, bookkeeping, typewriting, through combined courses not of college grade on to four-year courses in Commercial Teacher Training, Business Administration, and Accounting, and one- and two-year courses in Secretarial Science. It is a member of the Kentucky Association of Colleges, the American Association of Teachers Colleges, the American Association of Commercial Teacher Training Institutions, and the National Association of Accredited Commercial Schools.

SIXTY-SIX YEARS

There must be something fundamentally sound in any type of American institution to sustain it for threescore and six years and especially if each year it grows larger in size and broader in reputation. In 1874 this institution started upon its journey with not many models to follow. After sixty-six years it is still without many models of its type—a four-year accredited college in the realm of private business schools.

OUR LATE IMPROVEMENTS

The enlargement of our building, the change and improvement of our library, and the expansion and added attractions to our offices have made the work of both students and staff more pleasant and effective. Other marked changes will be made this summer.

CREDITS

The College of Commerce accepts credits from other accredited schools. Every hour of college credit a student earns here is recognized by other colleges and universities.



Mr. Harman at His Desk

AN EXPLANATION

In our organization there are two institutions, each with a separate charter—the Bowling Green Business University, in which are given courses in Bookkeeping, Shorthand, Typewriting, Penmanship, Salesmanship, Secretarial Work, etc., not of college grade. This Division is sixty-six years old and has had a constant growth.

The College of Commerce is eighteen years old; and all of its offerings, which are Accounting, Commercial Teacher Training, Business Administration, Secretarial Work, are strictly of college grade.

The teachers and students of one Division do not work in or with the other Division.

ENTRANCE REQUIREMENTS

To the College Division the entrance requirements are what they are in practically all American Colleges—sixteen high school units.

In the non-College Division there are no entrance requirements. However, it is seldom that one below high school graduation seeks entrance.

COURSES

**ACCOUNTING
BUSINESS ADMINISTRATION
COMMERCIAL TEACHER TRAINING
SECRETARIAL
SHORTHAND
BOOKKEEPING
SALESMANSHIP
OFFICE MACHINES**

Many collateral subjects—too many to list.

Accreditation

This institution is approved by

The Department of Education of Kentucky.

The University of Kentucky, and is accredited by

The Kentucky Association of Colleges and Universities.

It is a member of

The American Association of Teachers Colleges,

The National Association of Accredited Commercial Schools,

and

The American Association of Commercial Teacher Training Institutions.

Some Reasons Why Common School Teachers May Do Well in Business or as Teachers of Commerce

1. A teacher is usually serious-minded.
2. A teacher is methodical.
3. A teacher knows the gravity of responsibility.
4. A teacher usually has a good educational background.
5. Teachers have had executive experience.
6. Teachers, as a rule, have mature judgment.
7. Teachers are reliable and work without supervision.

If a teacher who reads this is unhappy in his work or desires to earn more money in a field of many levels and without limitations in income, he or she should consider what a thorough knowledge of business would do for him or her. Teachers who take one of our courses have nearly always ranked high in their classwork, high in our esteem, and are usually placed at high pay. They are estimated by us as business estimates them. It would pay them to get the facts about a course here. Teachers who may look to business for permanent employment and an opportunity for a career should make an early start in that direction. No better time to begin than September 9.



Mr. Hill at His Desk

COLLEGE GRADUATES NOT ALWAYS SECURE

It is a distinction to graduate from college. It would add to the personal and collective pleasure and strength of our country if every person in it were a college graduate. Honor to those who are graduates! Unfortunately many of them are not employed and many of those who will graduate will have no earning capacity which will bring them an immediate income after graduation. Are they to join the army of the cultured unemployed who cannot earn in proportion to their cultured tastes? This is a sobering question when considered seriously.

College graduates are the ones for whom we can do most. We can add the practical to their ability to think and their general culture. Our work, both of high school and college level, is vocational. Our graduates must secure employment or cease to exist.

If a college or university graduate will take a course here—business administration, accounting, secretarial, commercial teacher training, stenographic—he can go to immediate employment.

Our conscience and our professional pride keep us working toward an ever growing institutional ideal; therefore we despise inferior work and the appearance of the cheap and tawdry.

Our college graduate enrollment is rapidly increasing. More than two hundred accredited colleges are represented by our present enrollment. Most of such students have bachelor degrees, and some of them have masters.

Striking and Important! We place one hundred per cent of our graduates of:

BUSINESS ADMINISTRATION COMMERCIAL TEACHER TRAINING ACCOUNTING SECRETARIAL COURSES

We allow credit for work done in accredited colleges; consequently, students holding degrees from other institutions can earn a degree here in a comparatively short time and that will be substantial evidence of economic security.

ACCOUNTING

Check our accounting school staff—number, experience both as teachers and practical accountants, their academic and their Certified Public Accountant Degrees—check all of these and then if you know any of our graduates, ask them about the teaching ability and general popularity of our accounting teachers. If you do not know any of our graduates, then write to any person or persons whose names appear in this issue of *THE SOUTHERN EXPONENT* and we think you will be convinced that we have a school of Accountancy that is not surpassed in the United States. Our accounting graduates secure employment—100 per cent of them—immediately upon graduation. We could easily place twice as many. In C. P. A. examinations in which our students participate, they score more than our share of success. By all tests, whether in examinations, working as private accountants, or managing their own accounting firms, or working for other accountants, they sustain themselves and add credit to this institution.

These are not just glorious words of boastfulness. If what is here said of our school of accounting be true and you are becoming convinced that a course here would prepare you for the profitable and enjoyable profession of accountancy, your next consideration is the cost of taking a course in the Bowling Green College of Commerce. In this too we meet all legitimate competition. Being located in a comparatively small city, our overhead expense is not as great as city institutions. The saving in living conditions alone is sufficient to justify a prospective student to give favorable consideration to the Bowling Green College of Commerce.

Advantages

GENERAL

1. A great, new profession
2. Easy to master

SPECIAL

1. The reputation of the work done by our school of accountancy
2. The reputation of the work done by our graduates
3. Strong instructional staff
4. Unusually reasonable cost here
5. The placement of our graduates—100 per cent
6. The ease of completing a course here

Attractions of Accounting

- I. It is not difficult to master.
- II. It requires no particular type of personality or intellect.
- III. It is a comparatively new profession.
- IV. It is a highly necessary and restricted profession.
- V. Its earnings are higher than some other profession.
- VI. Expense in acquiring a mastery of the subject much smaller than the expense in mastering other professions.

COMMERCIAL TEACHER TRAINING

This offers a wide field of opportunity. Many types of schools teach Commerce, and they must have trained Commercial Teachers. Here are some schools that offer some form of business education:

Junior High Schools	Senior Colleges
Senior High Schools	Teachers Colleges
Academies	Private Business Schools
Private Preparatory Schools	Continuation Schools
Junior Colleges	Universities

A course in Commercial Teacher Training prepares one as a classroom instructor or for a place in business. Teaching offers security financially, and the better prepared a teacher is the more secure he becomes. Salaries range from about \$900 to \$1,500 per year of nine months for inexperienced teachers. Much depends upon the personality of the teacher and the extent and nature of his or her training. The average salary in high schools in cities of 100,000 or more is \$2,700. In one large city the salary for Commercial Teachers is as high as \$3,168 per school year.

There are many attractions in commercial teaching besides certainty of employment and good salary. Some of them being short hours, usually no nightwork, social standing, ample vacation period, salary certain, association with choice people, positions are in centers of population where there are modern conveniences and varied opportunities for cultural enjoyment.

There are commercial teaching positions which pay as much as \$5,000 per year. Commercial Teachers are always in demand so much so that we each year place 100 per cent of our graduates and could place from eighty to 100 more teachers through emergency calls.

The Bowling Green Business University if not the first, was among the first institutions in the United States to train Commercial Teachers. It took a strong lead by starting in the beginning. All work given in this department is of college grade and leads to an A.B. degree.

CONSIDERED A HIGH COMPLIMENT

An administrator of the Bowling Green Business University said to a prominent man, "I love poetry, art, and literature devotedly and probably should not be helping to direct a school of commerce."

The reply was, "That fact may make you a better business school administrator."

The cultural and the practical ought to be in lock step, for one is complementary to the other. Such a balance this institution tries to maintain. While taking a practical business course here, the student is not only under instructors of high academic attainment, but is given courses in English, Literature, Mathematics, and numerous cultural subjects.

There are the drills—just as important as the others—Penmanship, Typing, Spelling, Rapid Calculation, etc. Each subject is exalted in this school and nothing is looked upon as light and trivial.

LIBRARY

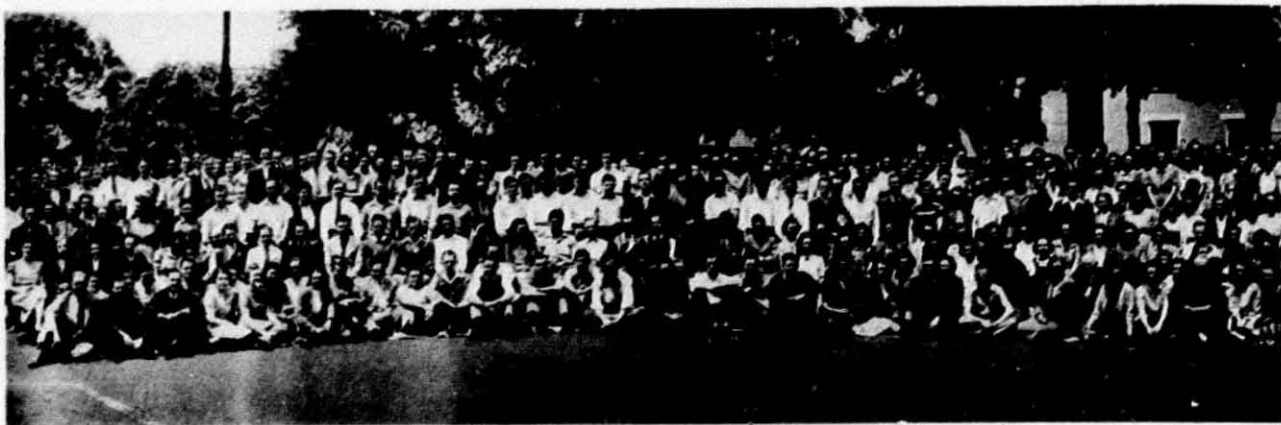
The new building for the library and the added books and equipment give the college extraordinary facilities for general and special reading and study. It is a busy center of the institution. The 18,000 books, 150 of the best known magazines, an abundance of light and air all under careful supervision give the students an opportunity for cultural development.



Mr. Matthews at His Desk



The Registrar, Miss Nina Hammer



The above picture was made in front of the Bu

Start making your plans to be with us September ninth. Ask for catalog and Bulletin of Courses and ask us questions about anything pertaining to this institution or your plans.

"A public accountant has one of the most responsible and trusted positions in the world!"—Franklin D. Roosevelt, President of the United States.

PLACEMENTS

List of Recent Placements—Hundreds of Others Secured Their Own Positions

Jaiva Vale, Lansing Secretarial School, Lansing, Michigan.
 Ruby Lee Hobbs, High School, Haysi, Virginia.
 Helen Smith, High School, Taylorsville, Ky.
 Marie Butler, High School, Damascus, Va.
 Ella Becky Sharp, Eastern New Mexico Junior College, Portales, N. Mex.
 Mary E. Heady, High School, Ramer, Ala.
 Denice Pitcock, Southwestern Business University, Houston, Texas.
 Irvine Sims, High School, Ozark, Ala.
 A. Ray Dye, Norfolk College, Norfolk, Va.
 Mrs. Maude Shultz, Johnson City Business College, Johnson City, Tenn.
 Mary James Shutt, St. Mary's College, Holy Cross, Ind.
 I. H. Sadler, Pet Milk Co., Bowling Green, Ky.
 Jackie Wiggins, High School, Hazlehurst, Ga.
 Ellen Davey, State Teachers College, Richmond, Ky.
 Ruby J. Thornhill, Beaver High School, Bluefield, West Va.
 Marguerite Steger, Croft Secretarial School, Durham, N. C.
 Therese Bailey, High School, Port Republic, Va.
 Vivian Lee Edwards, National Life & Accident Insurance Co., Nashville, Tenn.
 Edith Mealy, McComb Supply Co., Harlan, Ky.
 Sammy Flurry, High School, Maysville, N. C.
 Agnes Latham, High School, Arlington, Va.
 Louise Hopson, High School, Ft. Gaines, Va.
 Kathryn Taylor, High School, Caruthersville, Mo.
 Merritt Tait, High School, Oran, Mo.
 R. M. Gumm, Consolidation Coal Co., Jenkins, Ky.
 Jack Mooney, Koppers Coal Co., Kopperston, West Va.
 Hazel Scotland, Crystal Block Coal & Coke Co., Huntington, West Va.
 Gladys Fewell, High School, Samson, Ala.
 T. W. Huff, Americas Business College, Americus, Ga.
 Ethel Osborne, High School, Sheffield, Ala.
 James King, Ashland Oil & Refining Co., Ashland, Ky.
 James A. Martin, W. M. Minton, Inc., Welch, West Va.
 Orby LeNeave, Harlan-Wallins Coal Corporation, Verda, Ky.
 Viva A. Craig, High School, Kenbridge, Va.
 A. C. Harrison, Imperial Ice Cream Co., Charleston, West Va.
 Burney Lewis, Crystal Block Coal & Coke Co., Sarah Ann, West Va.

Walker Snodgrass, General Motors Acceptance Corp., Evansville, Ind.
 Russell Judd, Williamson Supply Co., Williamson, West Va.
 William E. Jones, Laurel Creek Coal Co., Laurel Creek, West Va.
 Dale Bosely, Kingston Pocahontas Coal Co., Hemphill, West Va.
 Martha E. Thomas, High School, Abingdon, Va.
 Wayne Best, Koppers Coal Co., Powellton, West Va.
 Benjamin Wathen, High School, Critz, Va.
 Evelyn Cranford, Beckley Hospital, Beckley, West Va.
 Miriam Mahl, East Carolina Teachers College, Greenville, N. C.
 Carl Dorris, Clover Splint Coal Co., Cloplint, Ky.
 Marion DeShazer, Pond Creek Pocahontas Co., Bartley, West Va.
 Sue Evelyn Galloway, Kingston Pocahontas Coal Co., Hemphill, West Va.
 Jarvis Lowe, Consolidation Coal Co., Jenkins, Ky.
 Rachel Nall, Blue Diamond Coal Co., Blue Diamond, Ky.
 William Redwey, Blue Diamond Coal Co., Blue Diamond, Ky.
 Ruby Reger, R. E. A. Office, Flemingsburg, Ky.
 Carl J. Arnold, High School, Wellsburg, West Va.
 Robert Moore, Jr., Carter Coal Co., Coalwood, West Va.
 Virginia Moore, H. A. McElroy Co., Bowling Green, Ky.
 Doyle Lowe, Koppers Coal Co., Kopperston, West Va.
 Gertrude Collins, High School, Fort Knox, Ky.
 Earl Reed, Blue Diamond Coal Co., Blue Diamond, Ky.
 L. H. Cooke, Pond Creek Pocahontas Co., Bartley, West Va.
 Robert Kirtley, Aetna Oil Co., Bowling Green, Ky.
 Marguerite Smith, Pond Creek Pocahontas Co., Bartley, West Va.
 Fred Smith, Gene Baker Motor Co., Hazard, Ky.
 Curtis Holeman, Pennyrile Rural Electric Corp., Elkton, Ky.
 Stanley Moltenberry, Amherst Coal Co., Amherstdale, West Va.
 Howard Hill, High School, Robertsdale, Ala.
 Ellis Boggs, Carbon Glow Coal Co., Carbon Glow, Ky.
 Robert S. McCall, Jr., Wittichen Transfer & Warehouse Co., Birmingham, Ala.

Mary Jane Straughan, Judson College, Marion, Ala.
 Pauline Aldrich, Ky.-West Virginia Power Co., Hazard, Ky.
 Mrs. Chess McKinney, Central Tire Co., Bowling Green, Ky.
 Virginia Wright, High School, Corbin, Ky.
 John J. Daugherty, Ashland Oil & Refining Co., Ashland, Ky.
 Wilkins Lowe, Guyan Eagle Coal Co., Amherstdale, West Va.
 James D. Kirkman, Kentucky Utilities Co., Earlington, Ky.
 Donovan Madison, John F. French Plumbing Co., Elizabethtown, Ky.
 T. W. Huff, High School, Monterey, Ga.
 Thomas Law, Short & Connelly, Nashville, Tenn.
 H. L. Hewkins, Goff Motors, Inc., Logan, West Va.
 Lester Graves, Peerless Coal & Coke Co., Vivian, West Va.
 Leonard McGriff, B. F. Avery & Sons Co., Louisville, Ky.
 Wilbur McNeely, Carbon & Carbide Chemicals Corp., South Charleston, West Va.
 Hugh Claypool, American Car and Foundry Co., Huntington, West Va.
 G. J. Fink, High School, East Fairmont, West Va.
 Paul E. Duncan, Wisconsin Coal Corp., Wiscoal, Ky.
 Robert H. Edwards, Mallory Coal Co., Mallory, West Va.
 Aubrey Gray, The Texas Co., Irvine, Ky.
 Paul Davis, Five Points Lumber Co., Jackson, Tenn.
 William E. Jones, Meador & Young, Nashville, Tenn.
 E. R. Daniels, Williamson Supply Co., Williamson, West Va.
 Robert Hite, Lillybrook Coal Co., Lillybrook, West Va.
 A. Y. Smith, Lillybrook Coal Co., Killarney, West Va.
 Iva Ball, High School, Climax, Ga.
 Millicent Beatty, Inland Steel Co., Wheelwright, Ky.
 Miriam Littlepage, Inland Steel Co., Wheelwright, Ky.
 Nathan M. Coleman, Jr., Carbon & Carbide Chemicals Corp., S. Charleston, West Va.
 I. H. Sadler, Standard Oil Co., Bowling Green, Ky.
 Charles R. Van Norden, Short & Connelly, Nashville, Tenn.
 Ulyes Thomas, B. E. Jones Motor Co., Bowling Green, Ky.
 James Rogers, Decatur Box & Basket Co., Decatur, Ala.



Winter Scenes



Friday Wednesday morning, May 15, 1940

POSITIONS!

Below are a few of the representative types of positions we have been asked to fill during the past week or so. These direct calls have been reported to us by letter, telegraph, and telephone.

Alabama—Inexperienced young man bookkeeper and stenographer. \$90 to begin with good chances for advancement.

Kentucky—Two calls for young ladies from one of largest coal companies in the country. Receptionist and stenographer—\$100 per month. Stenographer and assistant bookkeeper—\$100 per month. No experience required in either position.

West Virginia—Five calls from one of biggest concerns of its kind in the country, located in large city. Men—four typists and one stenographer and typist. No experience necessary. Beginning salary—\$90.

Alabama—Young lady secretary and registrar for junior college.

Ohio—Large rubber company wants manager for merchandising and advertising department. Attractive salary.

Tennessee—Capable salesman for large concern in city. Beginning salary—\$125 per month.

North Carolina—Call from junior college for lady bookkeeper and stenographer. \$100 per month.

Florida—Two calls for young men to teach commercial subjects in good high schools. Salary—\$100 to \$125 per month.

Michigan—Experienced man to head Accounting Department in large private school for June 1. Salary—\$1,800 up.

South Carolina—Strong male teacher of typewriting for city high school. Good salary.

Ohio—Male teacher of commercial subjects and athletic coach. No experience necessary. \$1,100 to \$1,500.

North Carolina—Strong teacher for Commercial Department of four-year college. Lady—\$175 per month.

Alabama—Call from junior college for combination secretary and registrar. Salary not mentioned.

Mississippi—Male secretary for Chamber of Commerce in progressive city. Beginning salary—\$125 per month.

AN ESTABLISHED CUSTOM

For years we have given the public facts about our placement of graduates. We have found the most effective way to do this is to publish the interoffice correspondence between the president and the manager of the employment division which correspondence was once considered very private and confidential. In May and November each year the president of the Business University asks the employment division for a report. Here are the notes passed in May of this year:

To Manager Employment Division:

Please let me have within a few days a report on the activities of your office for the past six months. I shall appreciate your giving me your reaction to the results you are getting as well as your opinion of what the institution is or is not doing to help you in your work of placing graduates. Also give me a list of your recent placements so that I may know what our students are doing when they complete their courses and what we may do to assist you.

J. L. HARMAN, President.

President Harman:

I have your semiannual request for a report on my work, a list of recent placements, and my opinion of general conditions based upon my experience, and apparent trends. More and more business men and boards of education know what they want, and when we can supply such wants, placing students is an easy process. It is not only easy now, but a joy to place a student who has the endorsement of his or her teachers. Good Accountants, good Teachers, good Bookkeepers, good Stenographers, good Business Administrators are as easily placed as the proverbial ginger cake. I note a marked improvement in your training and in the personality of the graduates whom you recommend to me.

I have on my desk now a number of the best vacancies ever reported to us and am having trouble in filling them, because they require college graduates. We place our own college graduates and those of other institutions who take our courses so easily that we are constantly short of what we need all the time and especially now.

I am encouraged by what we are doing and by the trend.

E. SHERRILL.

THE DEMAND FOR OFFICE WORKERS

War and fear of war have come, are here and may continue, but they have not and will not crush the demand for human growth nor the need for those who can do one or more things well. In fact, positions for our graduates of every kind are more plentiful than they have been for a long time, and the demand for those we train is growing.

It is easier to place well-trained graduates this year than it was last, and then it was not difficult. Business must go on and it can't go without accountants, stenographers, typists, bookkeepers, secretaries and teachers of commerce. Your future will be largely what you make it. Better start the making process September 9.

Every year we strengthen our courses, add strength to our faculty, improve our equipment and broaden our placement field. We are even better prepared for our highly technical and inspiring job than we have ever been.

BUSINESS ADMINISTRATION

Big business—the kind that appeals to young men with big brains and big ambitions—seeks trained men. There was a time when integrity, energy, and the old-fashioned virtues could be relied upon when employers were seeking the services of young men. These qualities are as essential as ever, but they must be undergirded by training—knowledge and skill in handling business problems and for the trained there are unlimited openings. A course in Business Administration answers most of the theoretical and practical problems the business official must encounter—taxes, strikes, tariffs, markets, costs, sales, personnel, insurance, corporate laws, articles of incorporation, accounting, business trends, statistics and various other items which it would require years of constant experience to learn.

Young men who have thought of pursuing such a course are familiar with different offerings. We ask them to get a copy of our course and put it beside others, keeping in mind the course content, cost, faculty, personal interest given to students, drills and all that go into instructional processes. We may profit by such a comparison. Ask for full facts about Business Administration.

EXECUTIVE SECRETARIAL COURSE

We began offering this course three years ago. Without putting into it our characteristic enthusiasm, it has grown to be an important and popular feature of our work. Watch it from now on. In no American college has it been given the time and thought it deserves. We are determined that it will be the equal of our major college courses like Accounting, Commercial Teacher Training, Business Administration, and general secretarial courses.

Chambers of Commerce, agricultural, religious business organizations, clubs, educational associations, and dozens of other like setups have executive secretaries who do practically all of the work not delegated to committees. Such businesses have officials but in name mostly. Consequently, the executive secretary carries the full responsibility of putting into effect the plans of the officials. Such positions pay well and offer limitless opportunities for initiative and growth, but they must be filled by trained men and women. It is our business to give such training. For this course we should have a class of fifty for the September opening; and if we are wise enough to put before young people the value of this course, we shall easily reach our goal. The work is of college grade and covers two years of nine months each.

Regardless of the course a student has taken in this or any institution, he will get in this Executive Secretarial Course something he has never had, because much of it has never been given. In this we are pioneering, as we have done in many features of our work.

Join the class on September 9, and every day you work you will be that much nearer a college graduate and that much nearer an exalted position that will pay a good salary from the beginning. This Executive Secretarial Course will be given special emphasis by the administrators of the institution and by the instructional staff. Ask us for full particulars about courses, content, and opportunities offered and salaries.



OCCUPATION OF SHORTHAND

Young men and young women—both high school and college graduates—do not value highly enough the opportunities for them in some kind of stenographic work. If they did understand it and would apply themselves to mastering the subject, there would be less talk about the problems of youth.

The ability to write shorthand implies the ability to write words as they are spoken, and this means reporting as

An office stenographer
A public stenographer
A court reporter
A general reporter
A secretary
Business
Social
Private
Executive
Civil Service

or it may mean that the use of shorthand may be a steppingstone to a profession, or a business. All the above positions offer encouraging opportunities. No good stenographer need be idle.

Men stenographers are greatly needed and this institution needs them for our patrons who are constantly asking us for them. Don't rate this as a mere selling statement to induce an enrollment in this institution. Investigate. We have no difficulty in securing enrollments, but we are eager to direct young people to the proper courses. Take a course in shorthand here—master it (and mastery is not hard), and go to employment where there is an opportunity to grow toward a profession or business and while growing, enjoy a good income.

The brighter and better educated you are, the more your presence here is desired and the faster will you learn and the more secure will be your employment and your future.

DEFERRED PAYMENT PLAN

If reliable young men and young women eager to get a business education and who do not have money enough to take a course in the Business University and cannot borrow it, will give us full facts about their situation, we may be able to help them to make plans provided they do not wait until their arrival here. Now and then we can take part payment for tuition in cash and a note payable in small amounts monthly.

We repeat that this must be arranged before entrance day.

BOARD

This, both from the standpoint of cost and homelike comfort, is one of the principal factors to be considered by students going to any college. We can boast of the boarding facilities offered to our students, because we have no part in creating them, though we do have much to say in the selection of desirable homes for our students; and we do a great deal toward placing our students in such homes. About seventy-five per cent of the best Bowling Green homes let rooms to students. Rates for these—everything furnished except a few personal toilet articles—vary from seven dollars to ten dollars a month each for two in a room. Other rooms not quite as elaborate or not as conveniently situated may be had at less than the rate mentioned. Meals in private homes range from four dollars and fifty cents to five dollars and fifty cents per week, and these are excellent meals. The price of room and board in the same home ranges from twenty-one dollars to twenty-five dollars per month.

Light housekeeping is a popular form of living here by groups who know each other well or by husbands and wives who may be attending college.

A student coming to Bowling Green should not worry about boarding arrangements. We shall take care of such matters when the student arrives, and he will be pleased with our services in this particular.

CLUBS

Are you social-minded? Do you love to associate with a group of kindred spirits? The various clubs here will give you all you desire in social activities. Here is a list of them—always spirited, ambitious, and friendly as the day they were started:

Cosmopolitan	Tri-State
Florida	Pi Tau Nu
Kentucky	Delta Theta
Mississippi	Alpha Sigma
Tennessee	Kappa Beta Pi

Beta Pi

TO YOUNG WOMEN

You may know that about twenty-one years ago, following the world war, women were generally accepted in business offices. Each year since then, their services have grown more popular. In number and in competency they are growing as office workers of all kinds. They make admirable stenographers, machine operators, secretaries, and commercial teachers. We are doing as much for the young women who are our students as we are doing for the young men.

KEY TO PICTURES

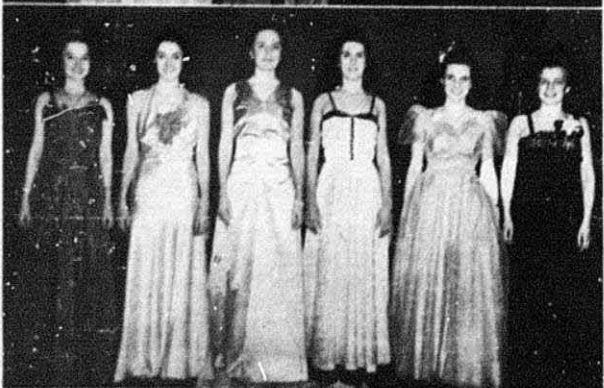
First—Allen County Students

Second—Kappa Beta Pi Sorority

Third—Twelfth Street Inn Halloween Party

Fourth—Mr. Miller the Director of Contest and the Winner, Miss Fell (center) and the 1938 Winner, Miss Dent

Fifth—The Six Runners-Up in Christmas Beauty Contest. The Winner, Miss Fell, Pensacola, Florida, Extreme Left. She Was Also Chosen to Represent the B. G. B. U. at the Mountain Laurel Festival the Last of May



OCCUPATION OF SHORTHAND

Young men and young women—both high school and college graduates—do not value highly enough the opportunities for them in some kind of stenographic work. If they did understand it and would apply themselves to mastering the subject, there would be less talk about the problems of youth.

The ability to write shorthand implies the ability to write words as they are spoken, and this means reporting as

An office stenographer
A public stenographer
A court reporter
A general reporter
A secretary
Business
Social
Private
Executive
Civil Service

or it may mean that the use of a shorthand may be a steppingstone to a profession, or a business. All the above positions offer encouraging opportunities. No good stenographer need be idle.

Men stenographers are greatly needed and this institution needs them for our patrons who are constantly asking us for them. Don't rate this as a mere selling statement to induce an enrollment in this institution. Investigate. We have no difficulty in securing enrollments, but we are eager to direct young people to the proper courses. Take a course in shorthand here—master it (and mastery is not hard), and go to employment where there is an opportunity to grow toward a profession or business and while growing, enjoy a good income.

The brighter and better educated you are, the more your presence here is desired and the faster will you learn and the more secure will be your employment and your future.

DEFERRED PAYMENT PLAN

If reliable young men and young women eager to get a business education and who do not have money enough to take a course in the Business University and cannot borrow it, will give us full facts about their situation, we may be able to help them to make plans provided they do not wait until their arrival here. Now and then we can take part payment for tuition in cash and a note payable in small amounts monthly.

We repeat that this must be arranged before entrance day.

BOARD

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SOCIAL LIFE

College life ought to mean social development as well as academic attainment. The two ought to be well balanced. Through careful preparation of textbook assignments and the mastery of subject matter, the mind is strengthened, skill developed, and vision broadened. Through social contact friends are made, politeness developed, embarrassment overcome, and the grace and ease to meet people and trying situations are perfected. There are clubs, fraternities, and sororities here that help the institution maintain high social standards. There are parties, outings, excursions, dances all well managed.

The institution sponsors two de luxe parties each year—one in September following the Fall Opening and the other in December one day before adjourning for Christmas. These are varied in nature and as colorful and cultural as we know how to make them.

HOW STUDENTS LIVE IN BOWLING GREEN

If we did not take personal interest in our students outside of the classroom as well as in it, we could not sustain our reputation. When a student notifies us of when and how he will arrive in Bowling Green, he is met at the train or bus station by our representative, brought by auto to our office from where he is sent to select a room from a list we may select for him. He may be taken from private home to private home until he finds what he wants. We arrange for the transfer of his baggage and assist him to become satisfactorily settled. He or she may get room and meals at the same place or room at one home and eat at another. The latter arrangement is usually more satisfactory and about ninety per cent of our students prefer it. However, this is optional with the student. The homes in which students stay are known by us to be suitable for our young men and young women. If and when we hear of unfavorable or improper conditions surrounding a student, we make immediate effort to correct it. If fathers and mothers will take our advice about where to place their sons and daughters, they need have no uneasiness about the proper restrictions being thrown around them.

DO NOT IDLE THROUGH SUMMER

We offer as good work and as strong courses through June, July, and August as we offer any time of the year. By working on a course here during the summer, a student is not only saving "time of which life is made," but he is hastening the day when he will start drawing a salary. In other words, he will bring his earning day forward. Other people work through summer. Why not students? And by the millions they are doing it.

Yes, it will pay you to enter our school as soon as you have received your high school diploma—even if you expect to go to college or university in the fall. As a matter of fact, students who look forward to higher education will find shorthand and typing to be of definite, substantial value to them in mastering their college courses or in earning part of their expenses, in case they need to be self-supporting.

There is very little argument for wasting the summer months—and plenty of argument for using these months for personal advancement.

OUTSIDE INTERESTS

The large, beautiful Covington Woods Park is within easy walking distance from the Business University and the section of the city where nearly all of our students stay. In this park there is a nine-hole golf course and tennis courts to which students may have access. A charming place for picnics and outings.

Two blocks from the public square is Reservoir Park, high, shady, attractive and suitable for many kinds of parties. Beech Bend Park is on Barren River two miles from the city. Suitable for swimming, picnics, dances, or simple rest. Very carefully supervised. There are two golf courses available to our students—the Country Club and Covington Woods. There are many swimming beaches near enough for the convenience of students. The features mentioned are of course for spring, summer, and autumn pleasure.

Frequent trips, supervised by the officials of the University, are made to Mammoth Cave National Park, only one hour's car ride from Bowling Green. The expense of one of these trips is so small and the attractions so alluring and transportation so safe and comfortable, that practically every student of the Business University visits the park.

AUTOMOBILE TRIPS

Jefferson Davis Park—fifty miles west.
Lincoln National Shrine—sixty-five miles east.
Historic and Educational Nashville; The Hermitage—sixty miles south.

Mammoth Cave National Park—forty miles north.
Old Kentucky Home—100 miles east.
Louisville, Metropolis of Kentucky—115 miles north.
The Bluegrass; Harrodsburg; Lexington; Danville; Beautiful Kentucky River Country; Horse Farms, etc.—150 miles east (approximately).
Lookout Mountain; Chickamauga Park; Chattanooga—300 miles south.

The school will gladly assist students in planning auto trips to points of interest in Kentucky and Tennessee.

Florida Club



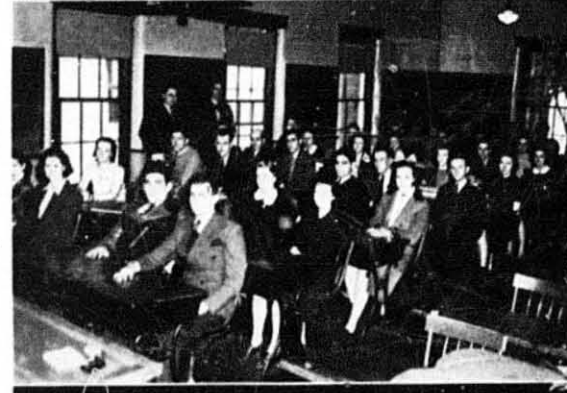
Mississippi Club



Tri-State Club



Tennessee Club



Kentucky Club



INSTRUCTORS

J. L. HARMAN, LL.D., President
J. MURRAY HILL, Vice-President
W. L. MATTHEWS, A.B., A.M., Second
Vice-President and Dean
MISS NINA HAMMER, A.B., Registrar
JOHN D. DODSON, A.B., A.M., Ph.D.
KENNETH SPAULDING, A.B., A.M.
ROBERT R. MILROY, A.B., A.M., Ph.D.
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J. C. HOLLAND, B.S., M.B.A., C.P.A.
MISS EDITH MAYFIELD, A.B., A.C.A.,
A.M.
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MISS FRANCES ZIMMERMAN, A.B., M.A.
MISS MARGARET KING, A.B., M.A.

MRS. GEORGIA L. CARGILE, A.B.
MRS. JOHN S. HARRIS, A.B.
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~~MISS HARRIET FOSTER, A.B.~~
MISS MARY PERKINS, A.B.
~~V. J. CHILLETTE, A.B., A.M.~~
~~MISS ALICE CORB, A.B.~~
~~GUY ILLAND, A.B.~~
MRS. MASON WHITLEDGE, A.B.
MRS. FRANCES CURD, A.B.

PART-TIME JOBS

In another place in this paper we elaborate on the question of students working here to pay a part or all of their expenses. We are in sympathy with any young person who has no money and cannot borrow it for educational purposes and gladly assist such persons to get work here to assist them in their ambition. If a young man or a young woman can pay his tuition by cash or by some deferred payment plan to be worked out before his arrival at our office, and with money enough to sustain him here a while, we shall, through our Student Help Department, do all we can to assist him. But be certain that you need to work your way through.

THE BEST COURSE

Daily we are asked, "What is your best course?" This cannot be answered without an explanation. The best course is the one that suits a student best, and we cannot know what this is until we know something of the student's desires, tastes, temperament, and financial status. In the College Division we could not designate the best course. Each is definitely designed for a definite purpose and must be pursued in a definite way. We have never failed to place one hundred per cent of our college graduates regardless of the course completed. In the non-college division the Life Endowment Course, generally speaking, is the best. It offers more for less than any one of the others. If a student desires to become a combination stenographer and bookkeeper, he should by all means purchase the Life Endowment Course. It is unlimited in time and contains practically all we offer outside of the college division. It costs only \$195. The student taking this course may remain in this institution as long as he wishes and may go and come and never have to pay additional tuition.

CIVIL SERVICE

There are thousands and thousands of civil service positions. There was a time when most of these were in Washington. What a change the past few years have brought! In every American city, even in small towns, there are Civil Service jobs, many of them. The states and all the large cities have civil service laws and regulations. Preparation for these is not difficult. Our courses lead directly toward preparation for Civil Service examinations—and such examinations are not hard to pass. When one secures a Civil Service appointment, it is for life. There are countless young people who are worried about their future and as many others doing work below their ability and station who ought to be and could be holding life positions with the government or with a state or city. We help young people to security in many directions, and Civil Service is one of them.

ASSEMBLY

Through the civilized world, business, religion, education, government, politics, social changes of all kinds are promoted and largely maintained by assemblies. They are man's way to growth and pleasure. It is not strange that educational institutions should maintain assemblies. Ours meets three times weekly, and reasonably regular attendance is required. Students who faithfully comply with our wishes in this regard never cease to praise the demands of the school and the help, inspiration and pleasure that the Assembly Hour gave him.

AN UNSOLICITED LETTER

My reasons for liking the Bowling Green College of Commerce are many. Here is found an atmosphere which encourages scholarship and learning. Emphasis is placed primarily on the academic side of college life but social activities find their place of secondary importance. Although I entered this school solely for technical training, I became inspired by this "spark of learning" and felt compelled to extend my course to a rounded selection of studies which will result in a Bachelor of Science degree.

Perhaps this atmosphere of culture is created for the most part by the work of the instructors, whose patience, perseverance, and diligence leave nothing to be desired. No question is too insignificant to be answered by any instructor whether he be approached in the classroom, on the campus, or on the downtown square. Personal attention to each student with reference to his curricular, social, or personality problems is a factor which has long caused me to regard my stay at Bowling Green as a most beneficial experience.

I like the opportunity given young students to develop their initiative, to control to a degree their own lives, to study when they wish and as long as they desire.

Old-fashioned Southern neighborliness is not a thing of the past at the Bowling Green College of Commerce. A cheerful greeting from both teacher and student alike is the rule rather than the exception. I like to live and study in this friendly atmosphere.

The wide selection of commercial courses offered is another joy to the enterprising business student. Every subject I study will benefit me directly or will lay the foundation for further courses that will benefit me directly in my accounting future. I am happy in the knowledge that I am not getting an education merely for the sake of an education, but I am securing an education on which I can base practical technical training with which to serve humanity by serving the needs of industry.—CHAS. R. VAN NORDEN, 1940 Graduate.

HIGH SCHOOL GRADUATES

Any appeal to any recent graduate or any high school that will induce him or her to go to any college at any time to take any course is of high service.

Every month that a high school graduate devotes to an organized form of mental and personal development lifts him a little higher in the scale of financial earning, gives him a broader view, increases his power of enjoyment and in a selfish, ambitious sense, may give him a month's advantage over his fellow high school graduates who do not continue school work.

It is a reflection either upon the directors of high school youths or upon the youngsters themselves that so many graduates of good mental capacity, some of them with brains comparable to Webster's, should stop their mental development at commencement.

This is dry appeal to the prospective dropouts. They ought not to join the army of the satisfied, many of whom may join the army of the commonplace or even the army of failures.

It is a personal and collective tragedy for one to cease growing, and growth is not vigorous without effort. If the high school graduates even of 1940 alone, who now have no educational plans for the future, should this summer stiffen their ambitions and put some courage and thought into planning, there would be such an added attendance in American colleges and technical schools this fall that it would tax college facilities, and consider the results in personal satisfaction and in a strong American democracy!

We appeal to the prospective dropouts to take a course in this institution. Such a procedure will give them a comparatively inexpensive way to get on a pay roll. A good income gives one a feeling of security, and it also gives him comfort and conveniences and luxuries which many of the dropouts never enjoy.

Our appeal to the proud and ambitious who are determined to go to some college is to give the Bowling Green Business University thoughtful consideration. It can do something for you of immediate and everlasting value, and it can do it at reasonable cost to you and in a brief time. We need your type—ambitious and self-assertive—for the better positions that we are daily asked to fill.



Chas. R. Van Norden

FROM . . .

**BOWLING GREEN BUSINESS
UNIVERSITY, INC.**
BOWLING GREEN, KENTUCKY

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